

Media Inquiries Holding Statement Worksheet

How to use the worksheet:

We've put together 8 holding statement examples that should apply to most organizations in a crisis or almost-crisis scenario.

Read through each scenario and consider what unique elements your organization would bring to the example. Then try creating your own version, using the example as a base but including your unique elements and keeping your company's tone of voice front of mind.

HOLDING STATEMENT EXAMPLE – GENERIC

We have recently been informed of a [what happened] at [location] involving [who] that occurred today at [time]. The incident is currently under investigation, and we are working to gather more information. Further updates will be provided as soon as they are available.

YOUR VERSION

HOLDING STATEMENT EXAMPLE – GENERIC 2

At approximately [time], an incident occurred at [location] that is currently under investigation. We are working diligently to assess the extent of the [damage, injuries, etc.]. At this time, we can confirm that [general information that is certain. Delete if no confirmed info is available].

The safety and well-being of our employees, contractors, and neighbours are our top priority. [Expression of compassion/concern if appropriate]. We will provide updates as more information becomes available through [website address] and regular media briefings.

YOUR VERSION		

HOLDING STATEMENT EXAMPLE – ENVIRONMENTAL CONCERN

Yesterday, we were made aware of an environmental incident involving [specific details, e.g., a chemical spill] at our [facility/location]. We are working with environmental agencies and internal teams to mitigate any impact and ensure compliance with all regulations.

We sincerely apologize for any inconvenience this may have caused and are working tirelessly to ensure this issue is resolved swiftly. Should you have any questions, feel free to contact us at [spokesperson email].

HOLDING STATEMENT EXAMPLE – CYBER ATTACK

This afternoon, we were made aware of a cyber attack that has affected our [specific service or system]. This attack took place on [date and time] and has impacted [specific group or service]. We apologize for any inconvenience caused and are working diligently to restore full functionality.

We will continue to update you on our progress in resolving this matter at [website] and on [social media platform]. We have created a dedicated customer service line to address any inquiries related to this issue. We ask for your patience as our team works to address your concerns. The support team can be reached at [contact email].

We sincerely apologize for any inconvenience this may have caused you and are committed to preventing such issues in the future.

HOLDING STATEMENT EXAMPLE - OFFENSIVE MARKETING CAMPAIGN

We have received feedback indicating that our recent marketing campaign, [description], has upset and offended many people. This was never our intention, and we deeply regret the misjudgment in [description of offense]. We sincerely apologize for any distress caused by this campaign.

Moving forward, we will be much more careful in creating campaigns that align with our company's values and mission. We appreciate your understanding as we strive to do better.

YOUR VERSION

HOLDING STATEMENT EXAMPLE – CUSTOMER SERVICE ISSUE

We are deeply committed to serving our customers and recognize that we have fallen short of that commitment. We are dedicated to making things right and have implemented a plan to 1) make amends and 2) prevent this situation from happening again. Ensuring every customer has the best experience with us is our top priority. Here are the actions we have already taken:

- [Action 1]
- [Action 2]
- [Action 3]

We encourage any customer with concerns to contact us via [email address].

HOLDING STATEMENT EXAMPLE - CEO OR EXECUTIVE SCANDAL

We are aware of the recent allegations involving our CEO/executive, [name]. These allegations are being taken very seriously, and we are conducting a thorough investigation.

Our company is committed to maintaining high ethical standards and ensuring a respectful workplace for all employees. We will update you as more information becomes available. For any media inquiries, please contact our communications team at [email].

HOLDING STATEMENT EXAMPLE – SUPPLY CHAIN ISSUE

YOUR VERSION

We regret to inform that a disruption in our supply chain has impacted the availability of [product]. This disruption is due to [specific cause, e.g., a supplier issue, natural disaster].

We are working closely with our suppliers and logistics partners to resolve this issue as quickly as possible. We apologize for any inconvenience this may have caused and appreciate your patience. For further updates, please visit [website] or contact our customer service team at [email].

Hopefully, this exercise has given you some good examples you can use in the future when responding to media inquiries.

If you're looking for a tool that can help you respond to media inquiries in a more streamlined, consistent way, try Presspage Connect! It's free for the first 3 weeks giving you plenty of time to figure out if it's right for you. Try it today!

